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Total No. of Questions: 09

Total No. of Pages: 02

BBA/BRDM/Bachelor in Service Industry Management (SIM)(Sem. 1)

BUSINESS COMMUNICATION I

Subject Code: BBA-104

Paper ID: C-1124

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. Section A is **COMPULSORY** consisting of **TEN** Questions carrying **TWO** marks each.
2. Section B contains **FOUR UNITS**. Candidate has to attempt **ONE** question from each **UNIT**. Each question carries **TEN** Marks.

SECTION A

1.

- a) Define Pronoun. Explain types of pronoun, including the possessive and the reflexive cases.
- b) Define Sentence: Simple, Complex and Compound, along with examples.
- c) Write in brief, about "noise" or "redundancy" in communication.
- d) Discuss "Encoding" and "Decoding" processer during communication.
- e) Highlight the importance of "Feedback" in business communication.
- f) Explain layout of "Press Release".
- g) List difficulties of "upward communication".
- h) Discuss the art of "conversation-building".
- i) What is a "persuasive letter?"
- j) Define interrogative and assertive sentences.

SECTION B

UNIT I

2. Write a detailed note on "Tenses", in English Language.

3. Explain:

- a) Use of prepositions, Conjunctions, and Interjection
- b) Use of Punctuation.

UNIT II

- 4.** Explain in a longish note, Transformation of Sentences in English Language.

OR

- 5.** Discuss importance of Adjective, and explain Degrees of Comparison, in your own words.

UNIT III

- 6.** Discuss, in detail, with instance ant one model of communication.

OR

- 7.** List and explain Barriers to Effective Communication.

UNIT IV

- 8.** Discuss major types of Letter Writing.

OR

- 9.** Write a detailed note on the importance of Non-Verbal Communication, While highlighting the importance of body language, pointier gestures, and the subtle art of self- Presentation.